

Understanding the Problem Template

🎯 Product / Feature Name

[Write the name of the product or feature you're working on]

❓ What Problem Are We Solving?

> Describe the user or business pain point, focusing on the "why."

🗣️ What Triggered This Idea?

> Was it user feedback, a market trend, or an internal goal?

🎯 Goals

User Goal(s):

- [List the outcomes users want to achieve]

Business Goal(s):

- [List how this helps the company: e.g., reduce churn, increase retention, generate revenue]

💭 Initial Assumptions

Assumption	Confidence Level (Low / Medium / High)	How to Validate
E.g. Users prefer timers to log work hours	Medium	E.g. Conduct user interviews
E.g. Most users work on multiple tasks per day	Low	E.g. Survey users or run analytics

🚫 Constraints

> List any technical, time, platform, or business constraints.

📌 Problem Statement

> "Users struggle with ___ because ___. This results in ___."

💡 How Might We... (HMW) Questions

- How might we make it easier for users to track their productivity?
- How might we help users stay motivated to use the app daily?
- How might we reduce friction in logging completed tasks?

👥 Stakeholder Summary

Stakeholders Spoken To:

- [e.g., Product Owner, Support Head]

What We Learned:

- [Summarize key business expectations, needs, or concerns]

📋 Done Checklist

- [ ] Clear product/problem description
- [ ] User and business goals defined

- [ ] Assumptions and constraints listed
- [ ] Problem statement created
- [ ] At least 2 "How Might We" questions written
- [ ] Stakeholder inputs summarized